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Budget & Control Board
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SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION

Annual Accountability Report 1994-1995

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STATE DOCUMENTS

March 6, 1996

To His Excellency, Governor David M. Beasley, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 1-1-810, Code of Laws of South Carolina, I am transmitting to you the annual accountability report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1995.

Sincerely,

A handwritten signature in black ink, appearing to read "Henry J. Cauthen", with a long horizontal flourish extending to the right.

Henry J. Cauthen
President

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Commission Members

Jack W. Newton, Chairman
C.B. Askins
Peggy A. Denny
C. Jay Odom
Dr. Walton H. Owens Jr.

John M. Rivers Jr.
Joseph F. Sullivan

Ex-Officio Member:
Dr. Barbara Nielsen

Staff

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Columbia, SC 29211

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Charles M. Case, *Vice President for Administrative Services*: 737-3234
Thomas L. Clark, *Vice President for Production*: 737-3311
Kathryn Gardner-Jones, *Vice President for Communications*: 737-3233
George W. Hopkins Jr., *Vice President for School Services*: 737-3244
Bobbi J. Kennedy, *Vice President for Continuing Education*: 737-3451

Regional Stations

WJWJ-TV
P.O. Box 1165
105 South Ribaut Road
Beaufort, SC 29901
Michael Brannen, Manager
(803) 524-0808

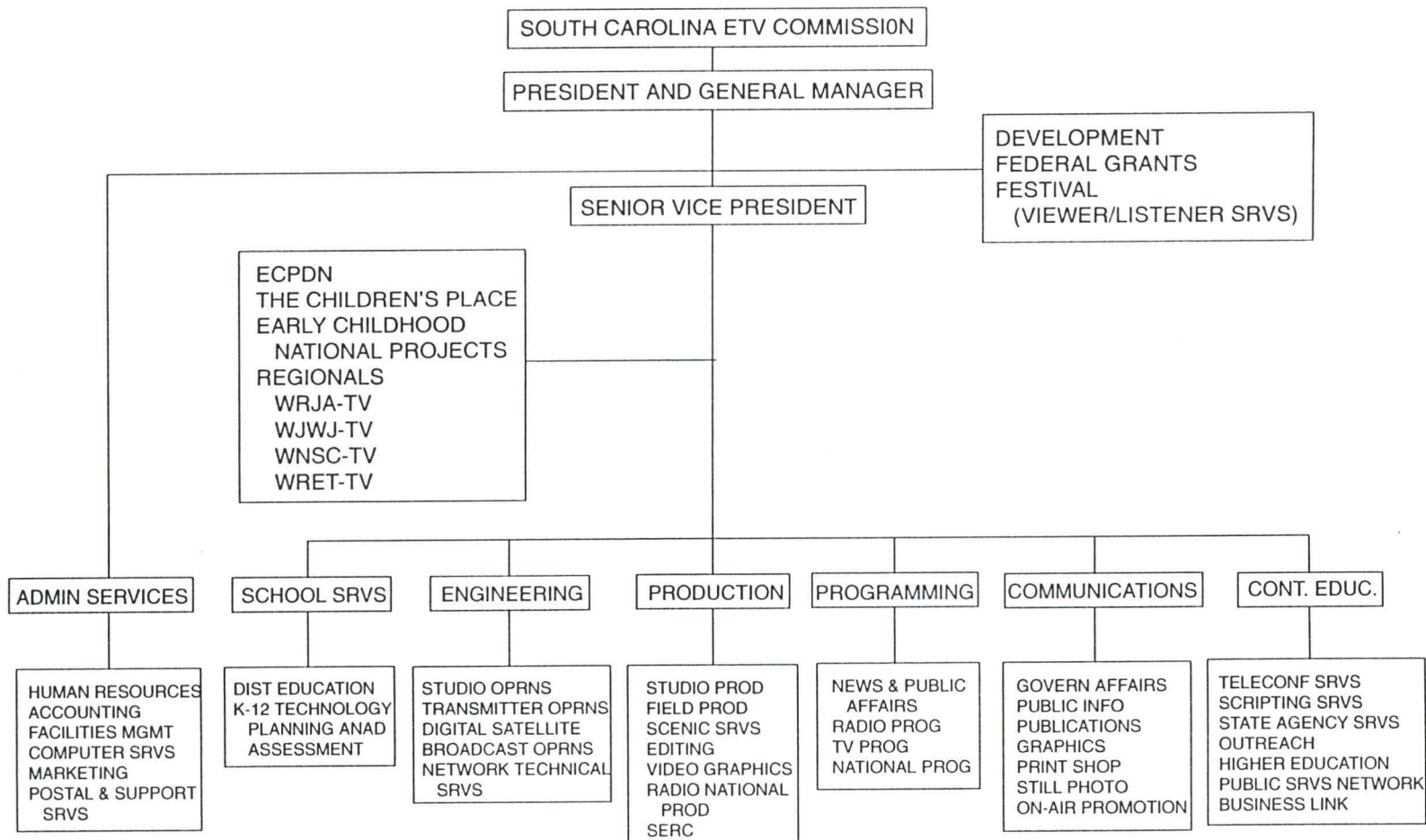
WRET-TV
P.O. Box 4069
Spartanburg, SC 29305
John Edwards, Manager
(864) 503-9371

WRJA-TV
18 North Harvin Street
Sumter, SC 29151
James L. Barnard, Manager
(803) 773-5546

WLTR-FM
P.O. Box 11000
1101 George Rogers Boulevard
Columbia, SC 29211
(803) 737-3403

WNSC-TV
P.O. Box 11766
Highway 21 Bypass
Rock Hill, SC 29730
John Bullington, Manager
(803) 324-3184

ORGANIZATIONAL CHART



Statutory Authority

The South Carolina Educational Television Commission was created in Section 59-7-10, 20, 30, 40, 50, and 60 of S.C. 1976 Code of Laws and applicable regulations and provisions, as amended.

Mission Statement

South Carolina ETV's mission is to provide a statewide educational communications network. The primary purpose of the network is to provide comprehensive educational opportunities to public schools, colleges, universities, and adult continuing education. The service is to support and enhance training for state agencies, private industry, and individuals, and to offer programs of cultural, historical, and educational significance to the general public.

Summary Points

1. South Carolina ETV is South Carolina's telecommunications network.
2. South Carolina ETV provides essential educational and technical resources to public schools, colleges, technical colleges, universities, state agencies, hospitals, businesses, and law enforcement services.
3. South Carolina ETV delivers quality programs of cultural, historical, and educational value to the public.
4. South Carolina ETV provides programs for and about children that are educational, non-commercial, nonviolent, and that promote ready-to-learn skills as well as self-esteem.
5. South Carolina ETV is a vital resource that links individuals and groups within communities to examine critical concerns such as women's health, violence, the environment, cultural diversity, and strengthening the family.

History

Over 35 years ago, South Carolina ETV was created to provide educational opportunities to public schools, colleges, universities, and adult education. Today, South Carolina ETV continues to provide these essential educational and technical resources while expanding the mission to include state agencies, hospitals, businesses, and law enforcement entities. In addition, SC ETV provides programs and services for children that are educational, noncommercial, nonviolent, and that promote ready-to-learn skills as well as self-esteem. The network also delivers quality programs of cultural, historical, and educational value to the public.

Clearly since SC ETV's inception, education has served as its foundation. Bringing technical experts, writers, producers, and educators together, the network has harnessed television's power as an educational tool and built the most advanced instructional television network in the world. Now, with the completion of the network's technical services building and the advent of digital satellite technology, SC ETV is revitalizing our education system and making equity-in-education an attainable reality in South Carolina.

Utilizing the many resources that innovation and technology provide, South Carolina ETV is South Carolina's telecommunications network.

Services, 1994–95

Instructional Television (ITV)

The South Carolina Department of Education's Office of Instructional Technology (OIT) is charged with the development, acquisition, scheduling, and utilization of television and radio resources used in South Carolina's public schools. SC ETV is responsible for the production and delivery of effective instructional video resources used to expand the curriculum experiences of students in grades K–12 throughout the state.

According to the latest utilization data available, over 98 percent of the students in South Carolina's 1,109 public schools have access to either open- or closed-circuit instructional resources via SC ETV's 11 broadcast channels and closed-circuit (ITFS) system. Currently, 359 classroom resources are available for grades K–12. This represents 307 in-school television resources (288 series and 19 single program titles) and 52 in-school audio resources. This year, SC ETV and ITV began statewide distance learning courses by offering Spanish I, American Government, and High School Economics via ITFS.

Thirteen regional consultants work with school administrators, media specialists, and teachers to better facilitate the use of instructional technology in the classroom. They also assist with workshops, teacher in-services, and PTO presentations.

As an additional service, OIT provides lesson guides and a monthly update to teachers and media specialists, along with a variety of other publications printed by SC ETV—all of which are designed to assist the teacher in obtaining and effectively using ITV resources as valuable teaching tools to expand and enhance the curriculum. OIT began the repurposing of SC ETV-produced video into multimedia resources for school use. Through "Learning Link," a PBS on-line service, SC ETV provides teachers with a searchable database of instructional video resources.

Staff Development Education for Teachers

SC ETV's open-circuit channel is reserved each day from 3:00–4:00 p.m. for the delivery of staff development programming, with additional resources broadcast on SC Educational Radio. In addition, teleconferences, professional development workshops, and sensitive curriculum updates are offered using the ITFS closed-circuit delivery system. Teleconferencing facilities using toll-free lines and the audio bridge provide an efficient, cost-effective method of delivering professional training to educators statewide. A major emphasis is recertification. Currently, five series specific to the needs of South Carolina teachers are offered. **Teaching of Geography** is broadcast this year for the first time. These programs are in addition to those offered by Higher Education. More than 909 teachers receive renewal credits via television in 1994–95.

South Carolina Satellite Educational Resources Consortium (SERC) Project

For 1994–95, SC ETV, in partnership with the S.C. Department of Education, produces four high school-level courses: Russian I, Russian II, advanced placement microeconomics, and advanced placement macroeconomics. The Satellite Educational Resources Consortium (SERC) offers these live, interactive for-credit courses to students in the urban and rural schools of South Carolina and across the nation.

During the past academic year in South Carolina, 41 students are enrolled in Russian I, and 48 students are enrolled in Russian II. Thirteen students are enrolled in the advanced

placement microeconomics course, and 10 students are enrolled in the advanced placement macroeconomics course.

Higher Education

For 1994-95, SC ETV broadcasts 160 college-credit courses to a total of 12,884 students via open- and closed-circuit television in a cooperative effort with the University of South Carolina, Clemson University, the Medical University of South Carolina, South Carolina State University, Piedmont Technical College, and Midlands Technical College.

SC ETV continues to deliver three master's degree programs—one in business administration (PMBA), the second in engineering (APOGEE), and the third in library and information science (MLIS)—for the University of South Carolina. Other courses offered include mathematics, education, nursing, pharmacy, English, history, special education for teachers, agriculture, civil engineering, educational administration, social work, allied health, public health, retailing, and journalism.

SC ETV's Multichannel Digital Satellite Network provides access to all of these courses at all 33 of the state's public higher education institutions and 18 of the state's independent higher education institutions.

Medical Education

During 1994-95, SC ETV works closely with the Medical University of South Carolina, the Department of Health and Environmental Control, and other health-related agencies to deliver a wide variety of medically oriented programming. More than 1,561 hours of programming, including satellite downlinks, are distributed over the SC ETV closed-circuit network to 29,432 medical viewers. MUSC uses uplink transmitters at the SC ETV Satellite Transport to send six medical training teleconferences nationwide during the year. These conferences include state-of-the-art seminars on drug-resistant tuberculosis and four professional continuing education conferences for American pharmacists. Using SC ETV uplinks allows MUSC to have national educational impact without making a costly and duplicative investment in satellite transmitters, which can cost in excess of \$500,000 per unit. Currently, 87 medical locations, including hospitals, mental health offices, area health education centers, DHEC sites, and technical schools are connected to SC ETV, composing the largest state medical network in America.

Adult Literacy

GED on SC ETV helps prepare adult learners for the GED exam. These literacy programs are broadcast into students' homes and are used in literacy classes in adult learning centers statewide. Additionally a pre-GED math series, **Math Basics**, is being aired to prepare students for the GED lessons.

Early Childhood National Programming

The Early Childhood National Programming department at SC ETV strives to use video technology to teach and inspire those concerned with the care and education of children. In all learning, there is a strong interconnection between attitude, approach, and skill. Specific skills are essential for parents, professionals, and the community to feel comfortable and competent in helping children grow and learn.

Traditionally, training videos have focused on the "how-to" component of this important triad, leaving a significant void. Our goal is to primarily focus on attitude and approach, keeping in mind that, with support, specific skill enhancement will follow naturally.

As a part of this process, our videos are designed to raise questions; explore ways of thinking; present dilemmas; broaden perspectives; and stimulate. Because isolated use of video training does not produce the most effective learning, our videos are designed to serve as supplementary tools for teachers, students, parents, teacher educators, and other allied professionals.

SC ETV works in partnership with the National Association for the Education of Young Children and other organizations dedicated to improving the quality of life for children and their families. These include classroom practice, interviews, documentaries, and keynote addresses featuring leading professionals from a variety of fields. Early Childhood National Programming also collaborates with the Children's Defense Fund, the Council for Early Childhood Professional Recognition, the National Head Start Association, and other community and professional organizations. Specialists from various fields provide a wide range of opinions and expertise for all departmental projects.

The Children's Place at SC ETV

The Children's Place at SC ETV continues to serve as a model child-care facility and production center for state, national, and international visitors. The center is accredited by the National Academy of Early Childhood Programs, the only national accreditation system for all types of early childhood programs.

Early Childhood Professional Development Network (ECPDN)

The Early Childhood Professional Development Network (ECPDN), a federally-funded multimillion-dollar project, successfully completes the fourth year. Live, interactive seminars are delivered by satellite to Head Start teaching teams in remote and isolated areas in Alaskan villages, migrant communities, Indian reservations, and other hard-to-reach areas of the U.S. and its territories—the Virgin Islands and Puerto Rico. ECPDN training seminars are transmitted to 24 states and two U.S. territories—the Virgin Islands and Puerto Rico. A special Spanish simultaneous translation is developed for the Puerto Rico sites, with the assistance of the public television station in San Juan.

The fourth phase of ECPDN's demonstration grant brings two hours of total instruction weekly, all live and interactive in format. All trainees are scheduled for discussion sessions to reinforce and expand upon the regular seminars. By the end of this review period, a total of 2,100 Head Start teachers and staff have been trained through ECPDN seminars at 238 different sites.

Early Childhood Media Training Project

The Early Childhood Media Training Project provides training opportunities for staff members in child-care centers and related agencies throughout the state, especially in hard-to-reach rural areas. SC ETV serves over 100 early childhood centers by producing training videotapes and placing these programs and/or video equipment in these centers. Individuals and organizations in South Carolina can purchase early childhood videos at one fourth of the cost to those outside South Carolina.

In addition, the S.C. State Library makes these tapes available through inter-library loan at no charge. Given increased training requirements, in-state distribution of early

childhood videotapes has expanded in conjunction with the S.C. Department of Social Services, the S.C. Health and Human Services-Finance Commission, and other organizations. No additional funds are allocated to purchase and distribute additional equipment.

Law Enforcement In-Service Training

Crime to Court, a monthly closed-circuit series produced by SC ETV and the S.C. Department of Public Safety, keeps approximately 8,500 South Carolina law enforcement personnel, judges, and magistrates abreast of the latest in legal decisions and law enforcement techniques and procedures without travel time away from their duties.

Working with SC ETV, the S.C. Department of Public Safety's Criminal Justice Academy Division and its teleconference studio produces 108 videoconferences dealing with topics ranging from human relations to officer survival. Through **Police Line** conferences, 15,722 officers throughout the state are instructed. All of this is accomplished within each officer's jurisdiction, saving countless man-hours and expense in travel and overtime cost, both at the state and local levels.

Public Services Network

During 1994-95, the Law Enforcement and Legal Services Network undergoes a name change to more accurately reflect the scope of its use. The network becomes known as the Public Services Network (PSN). As efforts are made to acquaint people throughout the state with the concept of distance education and its applications through use of satellite technology, other public service disciplines become interested in participating in the network activities. PSN provides support over the past year for law enforcement, the fire service, emergency medical services, emergency preparedness, and other city- and county-level employess.

PSN now has 52 satellite receive sites installed, with 35 sites awaiting installation. All of the sites are located within law enforcement or public safety organizations. Such locations allow access by various public service professionals 24 hours a day, seven days per week.

Advisory committees of different sorts have been formed to produce programming for those professions represented by the network. To date, the following curriculum advisory groups are actively working.

Fire Service Committee
Sheriff's Association Training Committee
County Administrator's Advisory Committee
Coroner's Death Investigation Curriculum Committee
U. S. Attorney's Law Enforcement Coordinating Committee
S.C. Police Chief's Association Training Committee
S.C. Law Enforcement Training Officers Association Advisory Committee

These types of committees will grow through the coming year as other public service vocations begin to train using PSN.

Teleconferences for the U.S. Attorney's Offices are completed during this annual report period. Other teleconferences are now in the planning stages for the Firemen's Association, the Sheriff's Association, the Police Chief's Association, the Coroner's Association, and the County Administrator's Association. Work continues with production of 12 videotaped training programs entitled **Crime to Court** and the Criminal Justice Academy's **Police Line** series.

In January 1995, programming is downlinked from the FBI Academy and the California Satellite Training Post for later rebroadcast to PSN members.

Work is now underway to design the program guide, which members will receive on a bi-monthly basis. Negotiations are underway with the Federal Law Enforcement Training Center, the National Institute of Corrections, and the National Fire Academy to procure national teleconference feeds for the PSN members in the state.

State Agency Media Projects

SC ETV continues its commitment to assist the state in economic development by working with the State Department of Commerce, Parks, Recreation, and Tourism, counties and municipalities, and not-for-profit groups in their industrial development efforts. This year, SC ETV assists with the Governor's Rural Economic Summit, develops a prototype video for PRT's welcome center on I-95, assists the Carolina Capital Investment Corporation with the annual International Business Conference, and continues to assist with the Piedmont Excellence Process of the Greenwood Area Chamber of Commerce. A major documentary is produced about Brookgreen Gardens, one of the state's premier tourist attractions.

Major state agency projects include training tapes for the State Accident Fund's employees; a new recruitment video for the state's innovative Teacher Cadet Program; a promotional video for the Eldercare Trust Fund; and training videos for the state's Executive Institute, a part of the Budget and Control Board. Additionally, SC ETV cooperates closely with the Department of Corrections, providing that agency with video production equipment for post-production of some of their projects.

SC ETV BusinessLink

In the fall of 1994, SC ETV begins the implementation of the new business channel services, SC ETV BusinessLink. This effort enhances our state's business development by providing digital satellite delivery of training for the state's work force directly to the workplace. In the fall of 1994, Sonoco Products (Hartsville), General Electric (Greenville), Bosch (Charleston), Blue Cross Blue Shield (Columbia), and Georgetown Steel (Georgetown) begin receiving college courses from the University of South Carolina. During the year, seven additional business sites are added to BusinessLink. Through this service, SC ETV provides a wide variety of college courses on the master's and undergraduate levels; national teleconferences from the U.S. Chamber of Commerce, the American Management Association, the Public Broadcasting Service, and other national business associations; teleconferences from state agencies and the federal government, such as the Energy and Commerce departments; GED training; and business information and programming.

Teleconferencing

During the 1994-95 fiscal year, SC ETV teleconferencing provides services for 41 agencies, boards, or departments of state government. The year sees teleconference applications of SC ETV's digital satellite technology in areas as diverse as hunter safety training, foster parent certification seminars, and medical symposia on pain management. The SC ETV Satellite Teleport's array of receivers downlinks videoconferences emanating from across America, including a review of the Georgia floods for Disaster Preparedness, a program on electronic libraries for the State Library, and an instructional conference on unique Southern cuisine for the Governor's Mansion chef. The digital satellite distributed more than a dozen seminars from the USC Law Center to attorneys across the state, allowing them to earn licensing credits without the necessity of statewide travel. The S.C. Real Estate Commission's premiere teleconference, focusing on realtor/client relations, attracts more than

500 participants in October 1994. The Election Commission conducts a series of poll worker training teleconferences that reaches more than 10,000 election workers in cities and towns across South Carolina. Finally, the network's satellite uplink transmitters are used to distribute 11 national videoconferences, including pharmacy updates for the Medical University of South Carolina, a community education project on middle-school reform, and business teleconferences originated at Greenville Technical College.

Legal Continuing Education

SC ETV makes one of this nation's first applications of audioconferencing for legal education when it joins forces with the S.C. Supreme Court and the CLE Division of the S.C. Bar more than 18 years ago to present the first legal education teleconference. SC ETV has been providing audio and video telecommunications facilities for legal continuing education every year since that pioneering effort enjoyed statewide success. In 1994-95, 8,055 legal professionals utilized SC ETV satellite, ITFS, and audio conference technologies to avoid travel by participating in continuing education teleconferences close to where they live and work in South Carolina.

On-line Services

Going on-line at the end of February 1995, SC ETV is among the first state agencies with a site on the World Wide Web, the graphical and fastest-growing section of the Internet. By the end of the fiscal year, the agency's home page receives approximately 3,500 "hits."

SC ETV's Web pages are a dynamic entity, continually expanded and updated. An ever-increasing amount of valuable information about SC ETV projects is available at our Web site.

SC ETV adds a new computer networking service called "Learning Link" to support existing interactive services in its distance education programs to schools and higher education sites. Users dial up the network, via modems, to access courseware and SC ETV program schedules.

SC ETV is a founding partner in MidNet, a free-access community computer information network for the citizens of the Midlands. MidNet, going on-line in February 1995, is free to individuals or groups having access to a computer and a modem at home, work, or school. In addition, one of the main efforts of MidNet has been to establish locations throughout the Midlands where individuals who do not have ready access to a computer and a modem can go to use the services of the network.

Regional Production Facilities

South Carolina ETV has four regional stations with production capabilities: WJWJ-TV, Beaufort; WNSC-TV, Rock Hill; WRET-TV, Spartanburg; and WRJA-TV, Sumter.

In addition to extending all aspects of SC ETV's services to area residents, these regional centers produce and distribute programming that meets the exact needs of their area schools, communities, and educational institutions.

These regional SC ETV facilities create valuable non-broadcast programs, ranging from in-service training tapes to industrial recruitment tapes. In addition, the regional facilities contribute to statewide programming.

SC Educational Radio

The SC Educational Radio Network (SC ERN) each day provides 19 hours of early morning, afternoon, and evening broadcasts that bring informational, educational, and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m. weekdays. The eight radio stations of the SC Educational Radio Network are: WSCI-FM 89.3/Charleston, WEPR-FM 90.1/Greenville-Spartanburg, WLTR-FM 91.3/Columbia, WNSC-FM 88.9/Rock Hill, WRJA-FM 88.1/Sumter, WJWJ-FM 89.9/Beaufort, WHMC-FM 90.1/Conway-Myrtle Beach, and WLJK 89.1/Aiken.

Educational Radio for the Blind

The SC Educational Radio Network broadcasts reading materials for 18 hours daily to over 3,300 blind South Carolinians through a special frequency. Readings of newspapers, magazines, and books are joined by programs on employment information, consumer tips, self-defense, and home-study courses.

Summary of Services Provided by SC ETV, 1994–95

1. Public Schools with Access to SC ETV	
Individual Students	650,534
Course Enrollment (estimate)	3,300,000
Schools Served	1,097
2. Higher Education	
Credit Courses	160
Total Student Enrollment	12,884
3. Distance Education Projects	
Russian I: National Enrollment	
Two Sections, Total Number of Students Enrolled	296
Russian II: National Enrollment	
Section One, Number of Students Enrolled	129
Advanced Placement Macroeconomics: National Enrollment	
Two Sections, Total Number of Students Enrolled	142
Advanced Placement Microeconomics: National Enrollment	
Two Sections, Total Number of Students Enrolled	131
Spanish I: Statewide Enrollment*	125
Middle-School Spanish: Statewide Enrollment* (Spring 1995 Semester Only)	329
American Government	
Schools Served	37
High-School Economics	
Schools Served	44

*Pilot year.

4. Staff Development**	
Programs	566
Teacher Enrollment	909
**Totals do not reflect programs offered which do not require pre-enrollment with the S.C. Department of Education.	
5. Medical Education	
Medical Personnel Served	29,432
Hospitals Served	52
DHEC Offices Served	17
Mental Health Offices Served	15
Technical Schools Served	5
6. Law Enforcement Training	
Total Monthly Course Enrollment of Officers, Judges, and Magistrates for Crime to Court	9,700
Police Line Teleconference Participants	16,787
7. Legal Continuing Education	
Teleconferences	19
Attorneys Served	8,055
8. Business and Industry Sites Served	12
9. State Government Audio and Video Teleconferences	
Audioconferences	860
Videoconferences	583
Media Projects	58
10. Network-Produced Programs	
ITV (includes distance education)	1,291
ITV Staff Development (TV and Radio)	38
Minority	28
Public Affairs	64
Nature and Science	13
Arts and Culture	12
11. Radio (including Radio Services to the Blind)	
Broadcast Hours	7,046
Broadcast Hours (Services to Blind)	6,552
Total Radio Broadcast Hours	13,598
Locally Produced Programs	3,168
Locally Produced Programs (Services to Blind)	4,680
Total Radio Programs Produced	7,848
12. Regional Stations Locally Produced Programs	
Beaufort	402
Rock Hill	765
Spartanburg	257
Sumter	200
Total	1,624

13. Multichannel Programming for a Typical Day

Programming Type	Hours/Day	Percent of Broadcast Day
Public School	44.3	41.5%
Teacher Staff Development	3.0	2.8%
Professional Education	11.9	11.0%
College Credit	18.4	17.0%
General Education	15.3	14.2%
Children	6.4	5.9%
Evening Programs	8.7	7.6%
Total	108.3	100.0%
Total Number of Programs		174
Programs Transmitted Through Broadcast Stations, ITFS Network, and Satellites		
Programs		40,357
Hours		24,980
14. National Programming and Development Grants Obtained		\$6,634,551
15. Print Shop		
Jobs		520
Copies		3,878,000
16. School Reception Equipment		
Television Receivers Purchased by SC ETV		55
Television Receivers Purchased by Schools		358

Summary of SC ETV Media Production and Teleconferencing Services to Agencies, 1994-95

State Agency Media Projects

SC ETV assists state agencies with their internal training and media needs, and helps enhance the business climate of our state. In 1994-95, SC ETV's Division of Continuing Education produces 58 media projects, ranging from public service announcements to event coverage to training. The largest single project remains the monthly training program for law enforcement officers and magistrates, **Crime to Court**. This series continues to be produced for the S.C. Department of Public Safety's Division of Criminal Justice Academy. In addition, SC ETV provides coverage of the Governor's Rural Summit, produces a major national program concerned with the teaching of math, produces an innovative project to assist with chemistry instruction, and continues to assist in economic development and health-care issues. Some 5,278 dubs of various programs are produced for distribution and some 35 organizations are served.

State Government Audio and Video Teleconferences

During FY 1994-95, SC ETV coordinates 1,443 video- and audioconferences for state government. A total of 26,848 hours of audioconferencing time is used by state government on SC ETV's telephone bridge.

Media Production and Teleconferencing Services— Costs and Benefits

Direct Costs	\$378,710	Travel Savings	\$ 3,793,125
Billed to Agencies	<u>378,710</u>	Productivity Savings	2,991,600
Net SC ETV Out-of-Pocket Costs	0		
<hr/>			
		Est. Cost of Services at Commercial Rates	\$25,075,681
		Total Value to State	\$31,860,406
SC ETV In-Kind Resources*	\$1,066,839		
Total Cost to SC ETV	\$1,066,839		

Net Savings to State vs. Commercial Rates: \$30,793,567

*These resources represent the capacity already in place for accomplishing SC ETV's mission (cameras, studios, video recorders, staff, etc.).

Media Production Projects

Agency/Organization	Project Type and No. of Projects	Cost to Agency	SC ETV Cost	Total Cost
Agriculture, U.S. Dept. of	Promo (1)	\$770	\$2,905	\$3,675
ACBC (MUSC)	Promo (1)	\$3,982	\$17,831	\$21,813
Archives and History	PSAs (3)	\$3,715	\$15,037	\$18,752
	Stock Footage (1)	\$325	\$1,672	\$1,997
Brookgreen Gardens	Doc. (1)	\$30,000	\$49,328	\$79,328
Business Hall of Fame	Doc. (1)	\$1,075	\$3,070	\$4,145
Cities in Schools	PSAs (3)		\$2,399	\$2,399
Carolina Capital Invest- ment	Training (1)	\$672	\$3,045	\$3,717
City of Columbia	Doc. (1)	\$6,899	\$37,849	\$44,748
Clemson University	Film Trans. (1)	\$38	\$216	\$254
Columbia Municipal Court	Training (1)	\$500	\$6,037	\$6,537
Commerce Department	Training (1)	\$5,180	\$3,998	\$9,170
Corrections	Prod. Equip. (1)	\$101	\$544	\$645
Criminal Justice Academy	Training (12)	\$220,728	\$162,353	\$383,081
Department of Disabilities	Dubs	\$638*		\$638
DSS	Promo (1)	\$4,724**		\$4,724

Agency/Organization	Project Type and No. of Projects	Cost to Agency	SC ETV Cost	Total Cost
Eldercare Trust Fund	Promo (1)	\$4,951	\$8,958	\$13,909
Executive Institute	Training (1)	\$1,277	\$3,795	\$5,072
Fairfield County Literacy Council	Promo (1)	\$3,601	\$17,935	\$21,536
	Promos (2)	\$258	\$916	\$1,174
	Dubs (65)	\$628*		\$628
Fireman's Association	Tag (1); Dubs (250)	\$675	\$604	\$1,279
Fire Marshall	PSAs (3)	\$3,048	\$9,958	\$13,005
Governor's School for Science and Math	Dubs (10)	\$70*		\$70*
Greenwood Chamber	Training (2)	\$914	\$2,681	\$3,595
	Dubs (2)	\$130*		\$130
Labor Department	Training (1)	\$390	\$1,487	\$1,877
Laurens County	Economic Dev. (1)	\$8,285	\$31,174	\$39,459
NCTM	Doc. (2)	\$53,444	\$89,513	\$142,957
Palmetto Project	Doc. (3)	\$2,174	\$8,737	\$10,103
	Dubs (6)	\$359*		\$359
PRT	Promo (1)	\$1,826	\$8,277	\$10,103
	Doc. (1)	\$558	\$2,206	\$2,764
Prevention Plus	Dub (1)	\$16*		\$16
Richland Memorial Hospital	Film Transfer (1)	\$49	\$625	\$674
Santee Cooper	Downlink/Dub (1)	\$87	\$169	\$256
Soc. Advan. Chem.	Instruct. (1)	\$5,693	\$30,780	\$36,473
State Accident Fund	Training (3)	\$1,302	\$6,488	\$7,790
State Museum	Doc. (1)	\$5,838	\$19,360	\$25,198
Vocational Rehabilitation	Dubs (25)	\$153*		\$153
Winthrop University	Doc. (1)	\$3,637	\$19,034	\$22,671
		Cost to Agency	SC ETV Cost	Total Cost
Total Costs		\$378,710	\$568,981	\$947,691

Teleconferencing

Agencies Served

Arts Commission
 Charleston Area Health Education Consortium (AHEC)
 Criminal Justice Academy

MUSC
 Blackville School District
 Clemson University
 Department of Corrections

Department of Consumer Affairs
 Department of Education
 Office of Information Resources
 (Budget and Control Board)
 Ethics Commission
 USC Institute for Families
 Pee Dee AHEC
 Department of Public Safety
 Richland School District 1
 Election Commission
 Upper-Savannah AHEC
 State Board for Technical and Comprehensive Education
 Governor's Mansion
 Department of Transportation
 Department of Disabilities and Special Needs
 Emergency Preparedness
 Labor
 Vocational Rehabilitation Department

DHEC
 DSS
 Health and Human Services Finance Commission
 Greenville Technical College
 Aging
 Department of Probation, Pardon, and Parole
 Real Estate Commission (Labor)
 Supreme Court
 South Carolina State University
 U.S. Attorney's Office
 Employment Security Commission
 Tri-County Technical College
 Department of Archives and History
 Winthrop University
 Department of Revenue
 Sumter Technical College
 Hall Institute (Mental Health)

In-Kind Videoconference Resources: \$229,378

In-Kind Audio Bridge Services (26,848 line hours utilized): \$268,480

Total In-Kind (teleconferencing): \$497,858

Budget Expenditures, 1994-95

Internal Administration and Support Service

Personal Service	\$ 1,589,318
Other Operating Expenses	2,689,931

Educational Assessment and Program Development

Personal Service	1,952,614
Other Operating Expenses	2,281,598

Television, Radio, and Other Production

Personal Service	4,962,087
Other Operating Expenses	2,202,517

Transmission and Reception

Personal Service	2,086,546
Other Operating Expenses	7,049,781

Employment Benefits

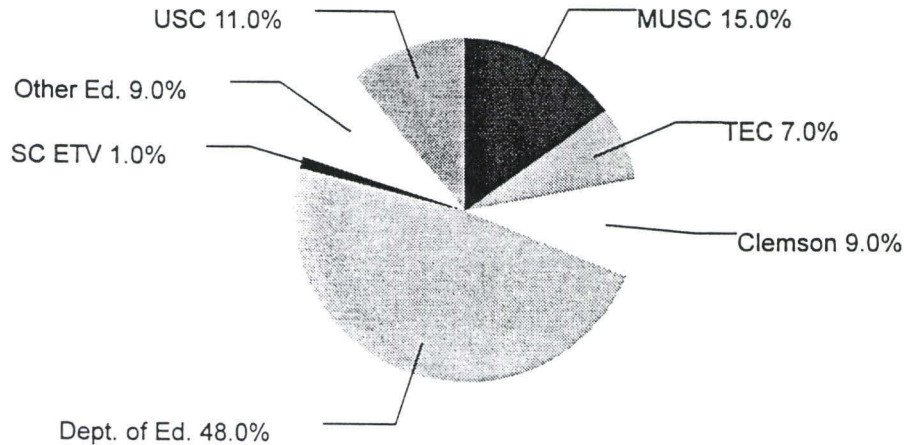
Total Fringe Benefits	2,675,945
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Other

Debt Service	1,537,383
Non-Recurring	499,626

Total SC ETV Expenditures	\$29,527,346
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Total Funding for Education in South Carolina



South Carolina ETV

	1994-95 Actual Funds	FY 1995-96 Total Funds	FY 1995-96 General Funds	FY 1996-97 Total Funds	FY 1996-97 General Funds
Program—Internal Administration					
Personal Service	1,589,318	1,751,782	1,376,798	1,751,782	1,376,798
FTE Positions	(59.80)	(59.80)	(49.45)	(55.80)	(45.45)
Other Operating Expenses	2,689,931	2,618,325	608,981	2,618,325	608,981
Internal Administration					
Totals	<u>4,279,249</u>	<u>4,370,107</u>	<u>1,985,779</u>	<u>4,370,107</u>	<u>1,985,779</u>
Program—Education Assessment and Program Development					
Personal Service	1,952,614	2,156,492	1,440,466	2,156,492	1,440,466
FTE Positions	(60.75)	(63.75)	(37.00)	(63.75)	(37.00)
Other Operating Expenses	2,281,598	2,242,069	55,830	2,742,069	55,830
Education Assessment and					
Development Totals	<u>4,234,212</u>	<u>4,398,561</u>	<u>1,496,296</u>	<u>4,898,561</u>	<u>1,496,296</u>

Program Goal

To provide assistance in the coordination, planning, evaluation, and delivery of educational/training programs for public schools, higher education, state agencies, business and industry, and adult education.

Program Objectives

- ❖ To increase district/multi-district use of existing facilities for instructional courses and staff development and training.

	1994-95 Actual Funds	FY 1995-96 Total Funds	General Funds	FY 1996-97 Total Funds	General Funds
❖ To provide higher education institutions, state agencies, and businesses in the state with live and pre-recorded courses.					
Performance Measures					
Workload Indicators:					
❖ Six additional short-distance learning (SDL) studios to be installed at tape and delay centers					
❖ 15 tape and delay centers equipped for SDL					
❖ 49 school districts serviced by these 21 centers					
❖ Continuous planning contacts with public schools regarding SDL					
❖ Continuous planning contacts with public schools regarding future technology					
❖ Continuous formal presentations to public school and adult education administrators, school board members, and teachers					
Efficiency Measures:					
❖ No travel by teachers or students to participate in courses/training					
❖ 650,534 public school students					
❖ 303,694 people without high school diplomas in South Carolina					
❖ \$30,793,567 yearly savings to state government through audio/video teleconferences versus commercial rates					
❖ 14 percent of total expenditures					
Effectiveness Measures:					
❖ 15 summer school students served through SDL					
❖ 138 adult education students served through SDL					
❖ 46 public school students received college-credit courses through SDL					
❖ 487 public school students received courses through SDL					
❖ 923 teachers received staff development training through SDL					
❖ 655 teachers received recertification courses through SC ETV					
❖ 1,443 teleconferences for state agencies and professional associations					
❖ 115 GED preparation and math basics adult education programs					
❖ 35 media projects for associations and state agencies					
❖ 860 audioconferences for state government					
❖ 41 state agencies serviced by audio/video teleconferences					
❖ Virtually all K-12 public schools in South Carolina have access to ITV					
Program—Television, Radio, and Other Production					
Personal Service	4,962,087	4,678,792	4,126,731	4,828,792	4,276,731
FTE Positions	(183.00)	(179.00)	(155.50)	(170.00)	(146.50)
Other Operating Expenses	2,202,517	2,473,996	668,228	2,473,996	668,228
TV, Radio, and Other					
Production Totals	7,164,604	7,152,788	4,794,959	7,302,788	4,944,959

	1994-95 Actual Funds	FY 1995-96 Total Funds	General Funds	FY 1996-97 Total Funds	General Funds
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Program Goal

To provide the necessary facilities and personnel for the creation and good delivery of radio programs, film, videotape, and studio video production.

Program Objectives

- ❖ To provide the necessary facilities and equipment to produce quality broadcast programs.
- ❖ To provide the necessary producers, writers, cameramen, and technicians to produce quality programs for use in classrooms, training, and general public viewing.
- ❖ To provide programs of local interest to local audiences and programs of historical, cultural, and educational significance to the general public.

Performance Measures

Workload Indicators:

- ❖ 14 departments served by the production department
- ❖ 21 independent producers supported
- ❖ Seven courses for SERC Star Schools supported
- ❖ 17,070 hours of electronic field production
- ❖ 7,934 hours of post-production
- ❖ 5,053 hours of studio production

Efficiency Measures:

- ❖ 87 percent usage of studio record resources
- ❖ 25 percent of total expenditures

Effectiveness Measures:

- ❖ 1,824 programs produced
- ❖ Seven daily live, on-air interactive classes
- ❖ 210 high schools across the state and the nation receive these courses
- ❖ 1,598 hours of children's programming
- ❖ 46 program series produced for statewide/regional audiences in South Carolina

Program—Transmission and Reception

Personal Service	2,086,546	2,196,357	2,090,442	1,838,357	1,732,442
FTE Positions	(84.00)	(85.00)	(81.00)	(85.00)	(81.50)
Other Operating Expenses	7,049,781	6,097,788	2,783,876	4,184,917	3,001,565
Debt Service	1,537,383	3,547,030	3,547,030	3,537,341	3,537,341
Transmission and Reception Totals	<u>10,673,710</u>	<u>11,841,175</u>	<u>8,421,348</u>	<u>9,560,615</u>	<u>8,271,348</u>

Program Goal

To provide the necessary engineering, technical, staff, and equipment to assure uninterrupted daily service to public schools, colleges, universities, state agencies, and the general public; and to support the internal production department.

Program Objectives

- ❖ To service, plan, and provide the necessary equipment for transmitting and broadcasting day to day.
- ❖ To assist local reception and distribution systems.
- ❖ To continue the completion of the statewide video-related educational system.

	1994-95 Actual Funds	FY 1995-96 Total Funds	General Funds	FY 1996-97 Total Funds	General Funds
<i>Performance Measures</i>					
Workload Indicators:					
❖ 5,663 visits to public schools					
❖ 1,026 ITFS transmitter routine visits					
❖ 165 visits to SERC sites					
❖ 3,723 tapes duplicated and distributed to taping centers					
❖ 128 school system design meetings with architects					
❖ 45 inspections of commercial contractor installations of school distribution systems					
❖ 600 satellite receive site surveys					
Efficiency Measures:					
❖ 2,696 reception equipment problems reported and cleared					
❖ 144 ITFS equipment problems reported and cleared					
❖ 60 SERC equipment problems reported and cleared					
❖ 400 installations of satellite receive sites					
❖ 11,695 broadcast hours to the general public					
❖ 461,000 households					
❖ 31 percent of total expenditures reached					
Effectiveness Measures:					
❖ 380 schools receiving programs from taping center (LAT—local area transmitter)					
❖ 162 schools receiving ITFS programming from the SC ETV Center (WAT—wide area transmitter)					
❖ 590 schools receiving open-circuit programming					
❖ 182 non-state schools receive programming through WAT					
Program—Employee Benefits					
Employer Contributions	2,675,945	2,699,076	2,229,076	2,699,076	2,229,076
Program—Non-Recurring Receiving Units					
Schools	499,626	1,929,852	1,929,852		
SC ETV Operating					
Budget Totals	<u>29,527,346</u>	<u>32,391,559</u>	<u>20,857,310</u>	<u>28,831,147</u>	<u>18,927,458</u>

Changes in Enabling Legislation, 1994-95

There are no changes to SC ETV's enabling legislation in FY94-95. However, the State Legislative Audit Council and, subsequently, the State Reorganization Commission conduct a Sunset Review of SC ETV in FY94-95 and FY95-96. The final recommendations of the Reorganization Commission to the State Legislature are completed in February 1996. Some of these recommendations include changes to SC ETV's enabling legislation.